A PRODUCT OF

Cousino ELECTRONICS CORPORATION

Pioneers of the TIME TESTED

AUDIO VENDOR

AUTOMATIC MESSAGE REPEATING MAGNETIC TAPE MAGAZINE

Single-Reel Tape Magazine that instantly converts your tape recorder into a continuous operating message repeater.

NO Rewinding Necessary NO Attention Necessary

Repeats your message, lesson, or other recorded material regularly and continuously -- hour after hour, day after day, without trouble or attention.

FITS *Instantly* ON STANDARD TAPE RECORDERS

used for

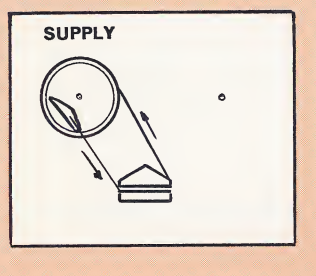
- SALES PROMOTION
- SALES DISPLAYS
- LANGUAGE PRACTICE
- TEACHING
- BROADCASTING
- HOME RECORDINGS
- SAFETY DEVICES
- AUDIO-VISUALS
- TELEPHONE ANSWERING
- AUTOMOBILE RECORDING
- DICTATION

Continuous playback from recorded tape

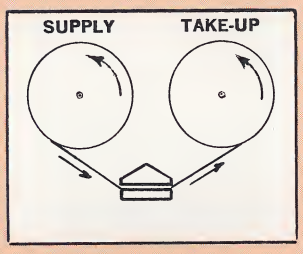
HOW TO SELECT THE CORRECT AUDIO VENDOR MAGAZINE

Study the diagram below. Both reels on your tape recorder revolve in either a clockwise or counter-clockwise direction while playing. This is the only factor to consider when ordering your Audio Vendor model accordingly.

CC — AUDIO VENDOR

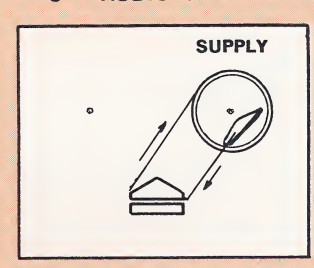


STANDARD REELS

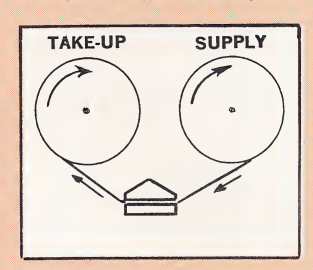


CC — COUNTER CLOCKWISE

C — AUDIO VENDOR



STANDARD REELS



C — CLOCKWISE

The Audio Vendor is a tested and proven accessory for most standard tape recorders, designed to automatically repeat your recorded material. This single reel instantly converts your tape recorder into a message repeater for repetitive practice and continuous replay.

The AUDIO VENDOR is used successfully in supermarkets, schools, churches, for point-of-sale, sleep learning, sales training, radio and TV announcing, telephone answering, weather broadcasts, language practice and memorizing. There is no limit to the uses and applications for this tape recorder accessory. It can provide many profitable and enjoyable hours for special applications in business, education or hobbies.

USE THE AUDIO VENDOR FOR:

SELLING YOUR PRODUCTS with recorded, persuasive sales messages when used at counter and point-of-purchase displays. A powerful tool for building interest and desire for your product while clerks are busy elsewhere. The AUDIO VENDOR has successfully sold appliances, cameras, homes, super-market merchandise and tape recorders.

IMPROVED TEACHING METHODS by effectiveness as a teaching tool based upon repetition, a fundamental law of learning. Especially valuable in teaching foreign languages, dramatics, dancing, voice, correction of speech impediments. Also, telegraphic codes, shorthand and speed-writing where various speeds of dictation are desirable. Many stage and movie stars use the AUDIO VENDOR to memorize their speaking parts and cue lines.

RADIO & TV ANNOUNCEMENTS — single commercials, or a series of commercials can be recorded on one loop - then used repeatedly without any rewinding of tape. Recording of new announcements automatically erases old announcements, eliminating expense of conventional discs. AUDIO VENDOR tape provides scratch-free and undistorted playback continuously.

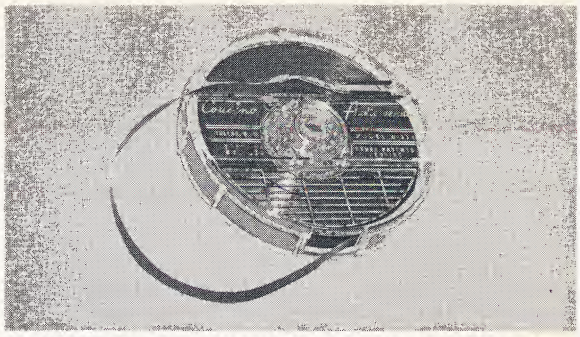
BROADCASTING — aviation reports, road information, etc. continuously and without interruption.

SLEEP-LEARNING AND SLEEP-THERAPY by providing automatic and timed repetition of recorded materials. In conjunction with a pillow speaker and timer clock, your standard tape recorder can provide this simple and effective way to memorize lessons or relax tensions. Psychologists report amazing results from this method of Sleep Teaching.

YOU WILL DISCOVER MANY ADDITIONAL USES FOR YOUR AUDIO VENDOR!

*August Ferdinand Mobius (1790-1868) German astronomer and mathematician, discovered that an endless loop of ribbon or tape, made by turning one end over in a half-twist at the splice, actually has only one surface and one edge. Owners of half-track single or quarter-track stereo recorders can double normal playing time by using Cousino Friction Free double coated oxide tape (ff-500) and applying the Mobius principle.

MODEL U-1310 AUDIO VENDOR MAGAZINE



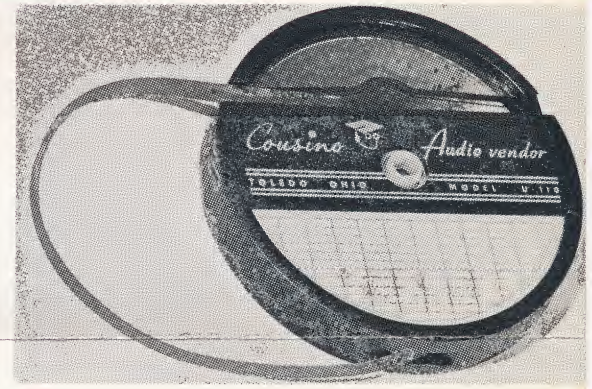
The Model U-1310 is the most widely used of the versatile and compact continuous loop Audio Vendor magazines. It will fit most standard tape recorders and all units are factory loaded with the Cousino Friction Free, double lubricated tape. Audio Vendors are available in playing times of 3, 5, 8, 12 and 15 minutes at 3-3/4 inches per second. With Mobius* loop formed, playing times may be doubled. All units may be played at 1-7/8, 3-3/4 or 7-1/2 inches per second. The U-1310 Audio Vendor is 3-5/8 inches in diameter. When ordering, specify (c) for clockwise OR (cc) for counter-clockwise operation, and the playing time required. (See sketch on opposite page).

U-1310C-3	or	U-1310CC-3	3 Minutes	$ 6.15
U-1310C-5	or	U-1310CC-5	5 Minutes	6.75
U-1310C-8	or	U-1310CC-8	8 Minutes	7.65
U-1310C-12	or	U-1310CC-12	12 Minutes	8.85
U-1310C-15	or	U-1310CC-15	15 Minutes	9.75

READY MOUNT SPINDLE

An accessory for recorders with spindle obstructions or a driven feed spindle. $1.50

MODEL U-1110 AUDIO VENDOR MAGAZINE



This long-play Audio Vendor magazine records and plays 30 minutes of music or messages continuously with standard loading at 3-3/4 inches per second; or 60 minutes with Mobius* loop formed. The U-1110 Audio Vendor is 5-1/4 inches in diameter and operates on the same principle as the U-1310 model, with the tape pulling from the center and rewinding on the outside.

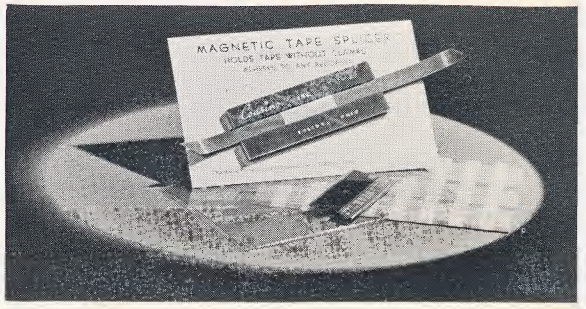
U-1110C-30	or	U-1110CC-30	30 Minutes	$19.95

FRICTION FREE TAPE

Cousino Friction Free (ff-500) double magnetic lubricated tape is the original and most dependable tape designed for continuous loop application. It is treated with the Cousino special lubrication (Cousino U.S. Patent No. 2,804,401 issued August 27, 1957) to eliminate static, binding, and friction and is the only tape recommended in loading these units. Please indicate clearly in your order if you wish your unit spliced at the factory for Mobius* operation, utilizing both sides of the tape. Careful attention is given to the external loop size which is a critical factor in proper operation and all splices are made with the TSM† (Mylar) splicing tabs. Available on 7" reels 1/4" x 1200'.

FF500-12	1/4" x 1200 ft., per roll	$24.75

COUSINO TAPE SPLICER KIT AND PRE-CUT TAPE TABS



Quickest and easiest-to-use Tape Splicer kit on the market. The complete kit contains a self-mounting splicing block, generous supply of pre-cut tape tabs, handy cutting blade and full instructions in one compact plastic pocket case. Replacement splicing tape tab cards are available as refills.

†TSM Splicer Kit with MYLAR Splicing Tabs for loops . . $1.50
SK Splicer Kit with ACETATE Tabs for reel splicing. . . 1.50
STM Extra pre-cut MYLAR, Splicing Tabs on card. 25
STA Extra pre-cut ACETATE Splicing Tabs on card 25

What users say —

"This Audio Vendor is a continuous-run attachment to be played on tape recorders. No fuss - no muss - no bother! Once you start it playing, you can leave it alone. All you'll have to do from then on is talk to the customers it attracts. Sounds great? It is!"

K. C. Forman, Retail Sales Manager
Sears, Roebuck & Company (Dept. #603)
Chicago, Illinois

AS USED IN SLEEP THERAPY

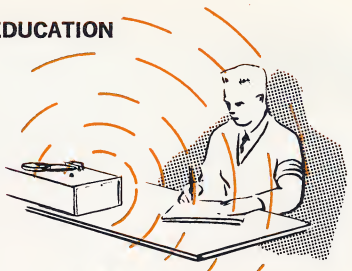
"We have found this to be one of the most efficient ways to use spiritual therapy in helping those experiencing nervous breakdowns, emotional disorder, bad habits, alcoholics, illness - almost any type of need. We most certainly thank you for making the equipment we can use in this very important work."

Grover C. Thornsberry
Unity Center of Practical Christianity
Cincinnati, Ohio

"We have found your tape works to the best advantage. Tape starts with a two minute message, pause, and then a thirty-second message. This is run every fifteen minutes from a remote spot, seven days a week, every day of the year. No trouble has been encountered and it requires little or no attention. Other tapes become brittle and break since we are at a high altitude. This factor is a main problem in an unattended operation."

Robert B. Clark
KBET Radio
Reno, Nevada

EDUCATION



POINT OF SALE

SLEEP LEARNING

WRITE FOR COMPLETE LITERATURE DESCRIBING THE COUSINO AUDIO ANNOUNCER

- the answer to specialized repeater needs!

SR-7341 - Syncro-Repeater

Newest, most compact, completely transistorized Audio Announcer with all facilities including trip-tone recording and playback. Especially suitable for audio-visual projection coupled with push button remote control.

RR-7331 - Recorder-Repeater

Single unit Audio Announcer Recorder-Repeater with built-in amplifier and speaker. Most popular model for recording and play-back where recordings are changed frequently.

AR-7328 - Audio-Repeater

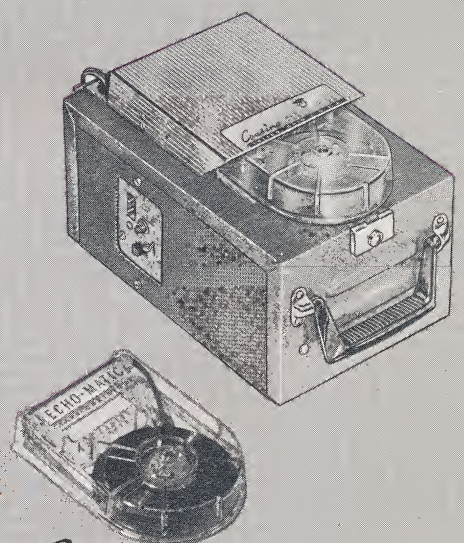
Popular single unit Audio Announcer playback repeater with built-in amplifier and speaker. Especially designed to fit "point of purchase displays" and automatic audio playback requirements.

R-7320 - Repeater

A low cost, transistorized pre-amplified model. Designed to provide audio source of material fed to telephone receivers or earphones.

Uses the famous self-threading ECHO-MATIC cartridge.

AVAILABLE FROM:



Cousino

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Phone 246-3691

Form K364-30 Litho in U.S.A.

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1941 FRANKLIN AVENUE • TOLEDO, OHIO 43624 • Phone: (419) 246-3691

Thank you for your interest in the Cousino Audio Vendor continuous magnetic tape magazines. The attached literature will provide information and pricing.

The Audio Vendor will fit most standard recorders and instantly converts your reel-to-reel machine into a continuous playback unit.

If you are unable to obtain these units from your local audio visual or photographic dealer, please write us direct, indicating direction of operation required for your recorder and playing time desired. We will be glad to make prepaid or COD shipment direct from the factory.

We value your interest and look forward to serving you.

Sincerely,

Lucille Goralske

COUSINO ELECTRONICS CORPORATION
(Mrs.) Lucille Goralske
National Sales

LG/na
Encl.